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THE WHITE HOUSE

WASHINGTON

1984 SEP 18 AM 11:09

September 18, 1984

MEMORANDUM FOR JOHN F.W. ROGERS

FROM: JAMES K. COYNE, SPECIAL ASSISTANT TO THE PRESIDENT *JCC*
PRIVATE SECTOR INITIATIVES

SUBJECT: ATTACHED MEMO FOR CIRCULATION TO WH STAFF

As per the attached, I would like to request that the memo from Michael Deaver be distributed to all White House and EOP Staff.

Thank you for your consideration of this request.

THE WHITE HOUSE

WASHINGTON

September 21, 1984

MEMORANDUM FOR THE WHITE HOUSE AND EOB STAFF

FROM:

MICHAEL K. DEAVER

M

SUBJECT:

PARTNERSHIP IN EDUCATION

As the new school year has begun I would like to remind everyone of the White House partnership with Martin Luther King, Jr. Elementary School, formerly Congress Heights School, in Washington, D.C.

Again this year I would like each of you to commit several hours a week to assist the school and student body in meeting the needs beyond the resources of the school.

If you have questions or want to become involved please contact Jim Coyne's office.

Thank you.

Memo. for WH House & EOP Staff

From M. D. D.

Subject Partnerships in education

As the new school year has
begun I would like to remind
every one of the White House apprenticeship
of Mentis Luther King Jr. Elementary School,
C Family Center Heights, in ~~DC~~ DC.

I would like each one of you again
this year to commit several hours a
week to assist the school & student body
in meeting special needs beyond the
~~resources~~ resources of the school.

If you have any questions please
contact Tim Ceylan at office.

Hold

THE WHITE HOUSE
WASHINGTON

September 10, 1984

*Bill
I think (humbly)
that we might get
a better reaction
if I send memos.*

MEMORANDUM FOR MICHAEL K. DEAVER

FROM: JAMES K. COYNE, SPECIAL ASSISTANT TO THE PRESIDENT *JKC*
PRIVATE SECTOR INITIATIVES

SUBJECT: MARTIN LUTHER KING, JR. ELEMENTARY

As you recall, the White House has adopted Martin Luther King, Jr. elementary school (formerly Congress Heights) and have committed ourselves to the school through the President's tenure in office. Anne Kelly will be the new contact for the Partnerships in Education program.

As school has just gone back in session last week, I would like to route the attached memo to all White House and EOP staff asking again for their participation.

Approve _____

Disapprove _____

*memo sup MKD
sent for
retype*

THE WHITE HOUSE

WASHINGTON

WHITE HOUSE PARTNERSHIPS IN EDUCATION PROGRAM WITH MARTIN LUTHER KING, JR. ELEMENTARY SCHOOL

Martin Luther King, Jr. Elementary School is located at 6th and Alabama Avenues, SE, in Washington, D. C. There are 500 students in grades pre-K through 6th grade. Students in grades K through 6th grade will participate in the program. There are approximately 28 teachers in the school and parents and community members are often called upon to assist in the classroom.

Each White House staff member is expected to participate in at least one element of the two-part core program developed in conjunction with the school's principal, Bill Dalton.

BASIC COMMITMENT - Please indicate your interest:

Element I The mentor program - to be paired
With a student/classroom on an
individual basis _____

Element II Resource Development (to be
assigned to a resource development
team _____

OPTIONS: Both Elements I & II combined _____

ELEMENT I: The Mentor Program - Partnerships will be developed by
undertaking each of the following:

Tutoring Martin Luther King, Jr. needs tutors in all subject areas: math,
science, English, social studies, foreign languages, current
events, just to name a few. Tutors in the past have worked
with the students an hour each week, either on lunch hours,
after school or on weekends.

Shadowing This very special arrangement matches a student with a person
for a day. The student spends the entire day with the individual
at work, learning exactly how a business day operates, what the
individual does, and the mechanics of the operation. This
develops a good one-to-one relationship which the student
seldom receives.

Pen Pals Correspondents are needed to write to the students to help
them develop their writing skills. This is expected to result in a
regular exchange of letters and information.

Counseling Students often need "just someone to talk to." Trips or
meetings may be arranged for students to have a chance to talk
about a problem or an issue.

<u>ELEMENT II:</u>	Resource Development - Partnerships are needed in the following areas:
Expertise	Speakers are needed for all classes and clubs. Martin Luther King, Jr. has developed a Science Club, a Red Cross Club, an Art and Music Club, a Math Club, and a Library Club. The opportunities here are endless - whatever your expertise - they would welcome a speaker to inform and educate the students.
Computers	IBM and Digital Equipment Corporation have donated computers to the school. Assistants, technicians and programmers are invited to work with the teachers and students to develop a new learning techniques.
Assistants	Assistants are needed in the library and the school office to help develop the library system and maintain the daily operation of the school.
Equipment and Supplies	Books, magazines, and records are accepted for the library as well as the classroom. Almost any type of equipment or supplies will be accepted if functional.
Financial	Martin Luther King is planning to establish a "Send a Child to Camp" fund. All proceeds will go towards sending a students to Camp Round Meadow, a fully equipped camp run by the National Park Service located near Camp David. Students will have the opportunity to attend camp for one week in the Spring.
Landscaping and Beautification	The school welcomes assistance in 'sprucing' up the place. The students have a Garden Club and would appreciate direction as well as supplies.
Athletics	Individuals might offer their expertise and time to organize and coach a football game, basketball game, etc. or spend time on physical fitness in general. Again, a one-on-one relationship is important.
Field Trips	Special events are created for the students as a motivational tool. Martin Luther King, Jr. would like to organize more events for the students. Supervisory and organizers are needed for events such as: arrival ceremonies, White House tours, holiday events, technical tours of the complex, Kennedy center programs and events, NASA/Air and Space Museum, the Pentagon, Air Traffic Control Center, and the Weather Bureau.

This is only a basic outline. Beyond these two central elements, we offer a wide range of additional student and teacher-supported activities which we urge you to explore with our staff.

The degree of participation is as creative as you make it. Any special skills or interest not mentioned above which you might offer to Martin Luther King, Jr.

NAME _____

OFFICE _____

ADDRESS _____

PHONE NUMBER _____

Please indicate your preference:

A) Grade Level (K, 1,2,3,4,5,6) _____

No Preference _____

B) Particular subject area _____

(English, Math, Science
Arts, Music, Athletics,
Foreign Languages)

Other _____

No Preference _____

Specific interest, estimate of time available

Return to James K. Coyne, Private Sector Initiatives, Room 134,
OEOB.

THE WHITE HOUSE

WASHINGTON

September 6, 1984

file

MEMORANDUM FOR MICHAEL K. DEEVER

FROM: JAMES K. COYNE
SPECIAL ASSISTANT TO THE PRESIDENT
PRIVATE SECTOR INITIATIVES

SUBJECT: White House Challenge Program

The Challenge Program for PSI has been developing in several areas. The concept was initially outlined in the attached memo dated April 17, 1984. The primary objective of the Forums is to highlight ways the private sector is responding to the President's call-to-action for solving community problems.

The series of Forums for small and mid-sized businesses will focus on how community involvement is a win-win situation, not to be left only to large corporations. Small business can often be more responsive to community needs than big business. At the same time, creative approaches to community involvement can result in goodwill and bottom-line benefits. The attached memo and agenda give more specific details.

We are also working with the Public Relations Society of America and the Advertising Council to put together a "self-help" packet for non-profit organizations. (See attached memo and pamphlet)

We are also working on a broad based program on PSI in Columbus, Ohio. That is a possibility after the election.

In addition, the Department of Agriculture is hosting a Challenge Forum on New Product Development on October 11 and 12.

Please let me know if you have further questions or suggestions.

THE WHITE HOUSE
WASHINGTON

9/6/84.

PK
ASAP

TO:

Jim Casper

FROM:

BILL SITTMANN

Special Assistant to the President
and Special Assistant to the
Deputy Chief of Staff

Information

Action

*Mr. Deane would
like to know exactly
what these are.*

THE WHITE HOUSE

WASHINGTON

August 30, 1984

*Bill
find out
what these
are pl.*

MEMORANDUM FOR PRESIDENT'S ADVISORY COUNCIL ON PRIVATE SECTOR INITIATIVES

FROM: JAMES K. COYNE *JKC*
SPECIAL ASSISTANT TO THE PRESIDENT
PRIVATE SECTOR INITIATIVES

SUBJECT: Challenge Forums

I wish to invite you to attend one or all of the White House Challenge Forums for Small Business. Three forums are planned at this time. They will be held in Newark, New Jersey on September 12, Seattle, Washington on September 19, and Tucson, Arizona on September 26, 1984.

The White House, The Mutual Benefit Life Insurance Company, VOLUNTEER: The National Center for Citizen Involvement, and several business groups are cooperating to bring these areas the Challenge Forums for Small Business. It is part of the White House Challenge Program for PSI that recognizes and highlights model projects, and aims to stimulate new PSI by illustrating viable options for involvement.

As you know, over the past several years our nation has witnessed a surge of Private Sector Initiatives (PSI), particularly in the areas of voluntarism, corporate social responsibility and public-private partnerships. The private sector has displayed an ever-growing sense of commitment to meeting needs in their communities. Partnerships are forming daily between business and community, with each contributing needed resources and both benefiting from the association.

A tremendous opportunity exists for small business activity in Private Sector Initiatives. Small businesses employ over half of the country's workers, are the source of over two-thirds of our new jobs, and in many ways are the backbone of our local communities.

The prosperity of the local community is also a key to small business development. A thriving community is good for business. In addition, companies are finding that Private Sector Initiatives have a positive effect on productivity, hiring practices, employee morale, company image, business contacts and other areas that affect the bottom line.

We expect over 200 leaders from small and medium sized businesses to be at each Forum. You will be receiving further information on the Forums from Mr. Robert Van Fossan, Chairman and Chief Executive Officer of Mutual Benefit Life Insurance Company. If you are able to attend any of the Forums, please contact Pat Kearney, Director of Communications, in my office. She will be able to make special arrangements for your participation in the program. I hope you will save the dates and I look forward to seeing you there.

THE MUTUAL BENEFIT LIFE REPORT II:

**Small Business
Commitment
to Volunteerism
and Community
Involvement.**



Mutual Benefit Life
Another volunteer

THE MUTUAL BENEFIT LIFE REPORT II

Small business is the heart of the American economy.

It is estimated that there are 14 million small businesses in the nation, nearly 98% of the total. And, 600,000 new firms are being created each year. Together, they employ 50% of the nation's workforce of 100 million people.

The sales growth and financial performance of many small businesses in recent years has been virtually spectacular, far outpacing many of the nation's larger, more established firms. This has shown, indeed, that the spirit of innovation and entrepreneurship continues to flourish.

Such is our national heritage. And another part of this heritage is the willingness of Americans to share their success and strengthen their communities. This was once called philanthropy, the giving of money; it has evolved to be known as volunteerism, the sharing of money, time, talent and other corporate resources.

Today, volunteerism has an increasingly strategic importance in our economy, especially as governmental policies continue to encourage nonprofit organizations to rely less on federal resources and more on resources from companies and individuals in the private sector.

Such a transition requires recognition of the volunteer sector as a third sector of the American economy and a commitment to help it grow. It also requires a change in the traditional business view of community support; that is, support in terms of the larger context of volunteerism rather than just philanthropy.

The volunteer sector continues to need cash donations; but, it also needs volunteers, in-kind services, loaned executives, and other resources. And, it needs planned programs to assure that these

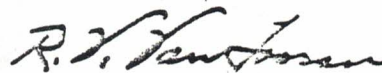
resources continue to be available and used effectively.

In an effort to gain a greater insight into the nature and extent of corporate support, our company last year sponsored a study of the attitudes of the nation's corporate CEO's. That report, known as **The Mutual Benefit Life Report: Corporate Commitment to Volunteerism**, showed that there are significant differences in attitudes toward volunteerism between FORTUNE 500 and smaller companies.

Recognizing this, as well as the magnitude of small business resources cited above, we quickly realized that there was a need for a study that focuses on the attitudes of small business toward volunteerism.

The Mutual Benefit Life Report II: Small Business Commitment to Volunteerism and Community Involvement is again unique, exploring for the first time how CEO's and top executives of small firms view community support and translate their beliefs into action.

We think these findings will be quite important to all three sectors of the economy as they continue to work together to develop strategies and programs that effectively meet the needs of the nation's communities.



Robert V. Van Fossan
Chairman and Chief Executive Officer
The Mutual Benefit Life Insurance Company



AN ORGANIZATION

Objectives

To explore the attitudes of CEO's of small businesses toward corporate volunteerism generally; what they are doing; how they feel they benefit; and what resources or information might help them do more. The study is a companion effort to **The Mutual Benefit Life Report: Corporate Commitment to Volunteerism**, conducted in February, 1983, which focused primarily on attitudes of CEO's of larger firms.

Sample

Based on a national random sample of owners, presidents and senior management of independent companies with 11 to 200 employees, in 32 metropolitan areas, and an additional 391 firms randomly sampled in four cities: Kansas City, Salt Lake City, Seattle and Tucson. Firms are representative of all **independent** businesses with 11 to 200 employees. In-depth telephone interviews were conducted in April, 1984.

What the report examines.

- *CEO's sense of corporate commitment to community involvement and the meaning and nature of this commitment.*
- *CEO's individual commitment and involvement.*
- *Extent and nature of corporate encouragement of, and involvement in, community activities.*
- *Perceived benefits to the corporation from community involvement.*
- *Past and future levels of community involvement and resources needed to help to increase involvement.*
- *Comparisons of the attitudes of firms based on number of employees, sales, size of metropolitan area, region, years in the community and type of business.*

Description of Sample

Position in Firm

President/owner	46%
Senior officer	43%
Personnel	11%

Employment

11-50 employees	76%
51-200 employees	29%

Sales

Less than \$1 million	21%
\$1-\$4 million	44%
More than \$5 million	24%

Type of Business

Manufacturing and construction	36%
Retail and service	32%
Wholesale/distribution	21%
Financial/professional	11%

Years in the Community

Less than 5	8%
5-9	14%
10-24	32%
25-50	18%
More than 50	17%

Business Scope

Local	57%
National	16%
Regional	27%

Region of Nation

Northeast	20%
Central	24%
South	28%
West	27%

Size of Metropolitan Area

250,000-500,000	14%
500,000-1,000,000	23%
1,000,000-2,000,000	22%
More than 2,000,000	41%

Major Findings

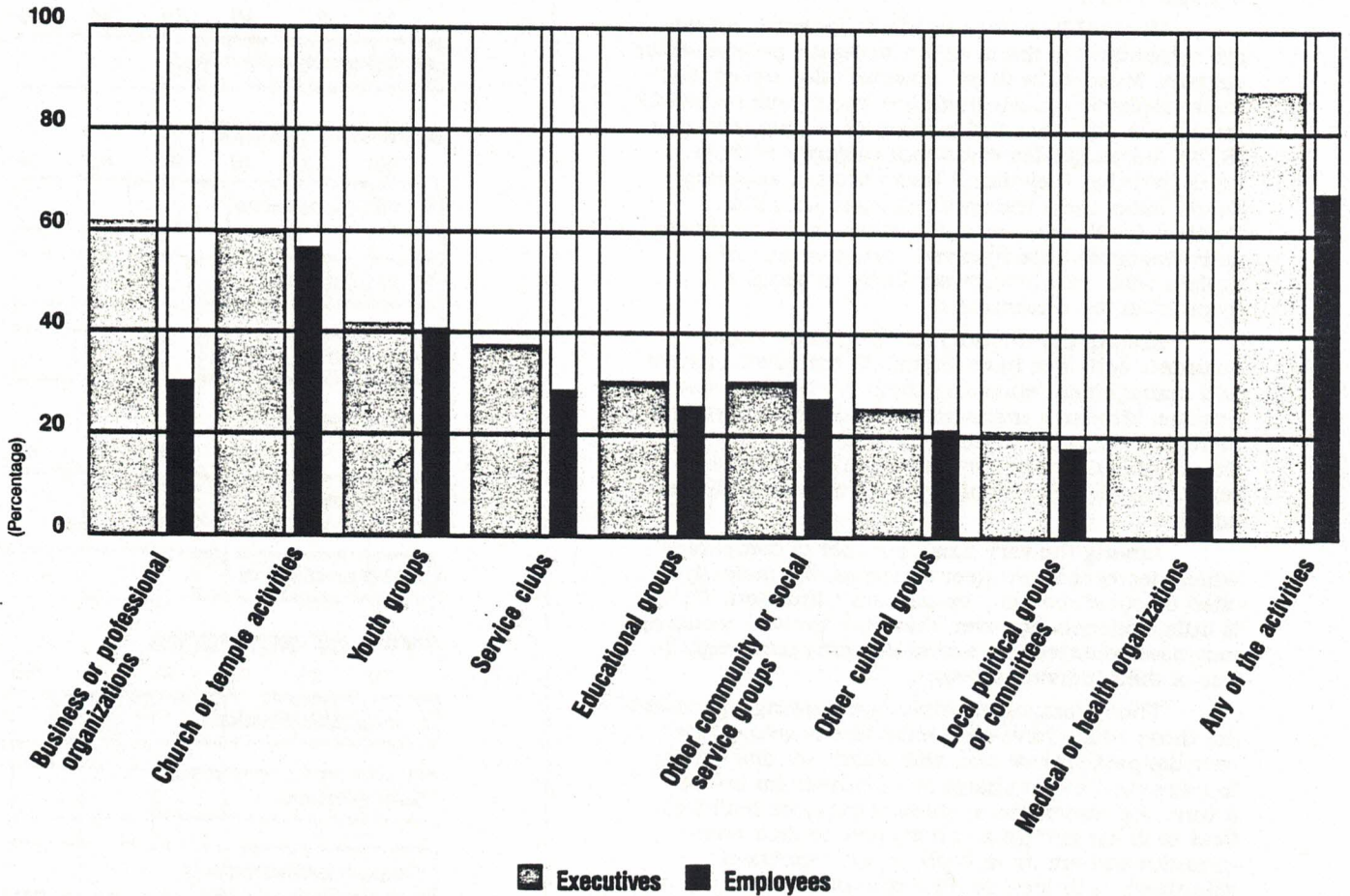
Small businesses feel a sense of commitment to their communities. In most firms, the commitment starts at the top, with involvement by the CEO or other key executives. But it often doesn't go much further and the firms do little to encourage employee involvement. These firms are often slow in recognizing a company benefit; but when they think about it, real benefits become clear.

As with their larger counterparts, smaller businesses continue to view community support primarily in traditional terms of philanthropy, rather than volunteerism. And, they continue to support the same traditional groups that business in general has supported for the past several decades.

Given the size of the small business community and the ability of most small firms to quickly respond to a commitment from the top, small businesses are a major potential resource to work closely with nonprofit organizations in solving community problems. It remains a challenge for the nonprofit sector to understand this potential and to develop strategies for educating small businesses and expanding this commitment for non-cash as well as cash support. The process should begin at the top, with the CEO who has a sense of responsibility and is personally involved.

- A great majority of management of smaller businesses believe that corporations have an obligation to meet the needs of the community rather than leave such support exclusively to government and nonprofit organizations.
- Even though a majority of top executives are themselves involved in volunteerism activities, only a third encourage employees and few companies have a formal program of either encouragement or recognition. Senior management sets an example with their own behavior and informally encourages employees.
- Top executives not involved in volunteerism activities are not likely to become involved.
- Employee volunteerism is encouraged more by companies with a sense of community obligation, with larger sales, that deal more directly with the public, that feel that they benefit from volunteer involvement, and whose executives themselves are involved in volunteer activities.
- Only half of the companies initially perceive any benefit from volunteerism. Among those that do, increased visibility and image, and employee morale, are perceived as key benefits. However, when reminded of possible benefits, nearly three-quarters agree that volunteerism "is good for the bottom line."

Small Business Involvement In Volunteer Activities



Corporate Encouragement

At a small company with a corporate policy of encouraging volunteerism, the president and other senior management generally set an example with their own behavior, and informally encourage employee volunteerism.

The most frequent formal action takes the form of corporate donations, both monetary (54%) and in-kind services (48%). Firms do not strongly favor organizations where employees volunteer over other deserving organizations.

Minimal emphasis is placed on activities designed to formally encourage volunteerism such as:

- Encourage or sponsor employees for positions on boards of community agencies (30%).
- Post information about volunteer opportunities on bulletin boards or include notices in company communications materials (25%).
- Participate in or sponsor community projects involving groups of employees as volunteers (21%).
- Loan personnel to community organizations for management and technical assistance (21%).
- Publicize company involvement in annual reports, internal newsletters, news articles (17%).
- Allow nonprofit organizations to recruit volunteers on premises (15%).
- Recognize active volunteers in an awards program (14%).
- Match individuals with volunteer opportunities (9%).

THE MUTUAL BENEFIT LIFE REPORT II

Companies most likely to encourage employee volunteerism include those whose executives are involved, that feel a sense of community obligation, with larger sales and those who deal more directly with the public.

Most (61%) companies feel that corporations are responding to the need for increased private sector support. Most of the firms, however, also report that their employee volunteerism has been constant (65%) during the past year and is likely to remain that way (81%). More significantly, a vast majority of these firms said that they didn't know what, if anything, would make them increase volunteer activities. Further, CEO's who are not involved in volunteerism activities or who are involved only in business/professional activities are not likely to become involved in the community.

Among the minority of companies where volunteer activities have increased, employee interest and management encouragement are listed as key reasons. Similarly, management encouragement and increased company interest, as well as the fact that the company is in better shape, are listed as key reasons for companies planning to increase volunteer activities.

Among the very small number of companies which decreased volunteer activities, the majority cited a poorer economy or company situation. There is little evidence, however, that an improved economy increases volunteerism across all companies regardless of their individual health.

Those companies which are growing the fastest are those which have seen increases in volunteerism over the past year or two, and which are most likely to increase their emphasis on volunteerism in the future. Top executives at these companies both feel freer to divert energy and resources to their communities and are more likely to see benefits of volunteerism in increased morale and sales.

Few companies (11%) note any particular lack in materials necessary to support corporate volunteerism. Those which do generally ask for information on what is needed, particularly information from nonprofit organizations of a sort which they can pass on directly to their employees, or posters with specific information about volunteer opportunities.

While there are little other regional differences, companies in the northeast are only half as likely as companies elsewhere to encourage volunteerism through corporate policy.

There is a need to provide small businesses with information and mechanisms to easily lay a formal program in place to further encourage employee volunteerism. The commitment exists at the top; ways need to be found to have it filter down through the organization, however small — or large — the firm.

Small Businesses that Encourage Employee Volunteerism

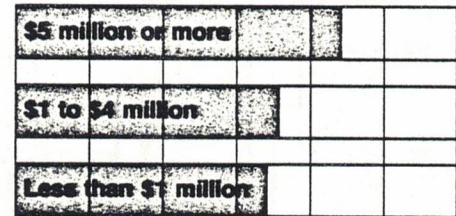
(Percentage)

10 20 30 40 50 60



ANNUAL SALES

10 20 30 40 50 60



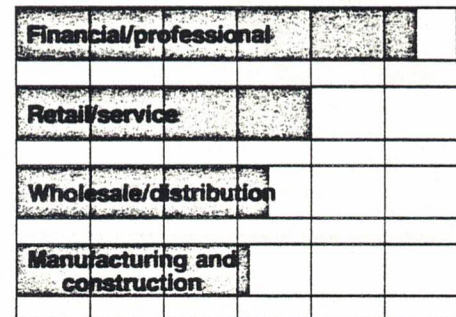
EMPLOYMENT

10 20 30 40 50 60



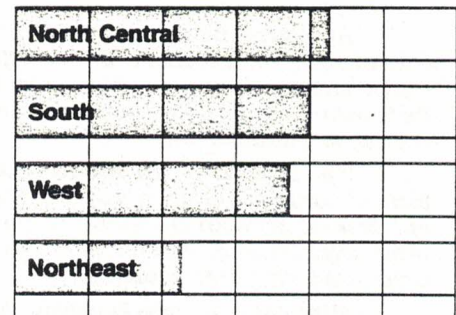
TYPE OF BUSINESS

10 20 30 40 50 60



REGION

10 20 30 40 50 60



Corporate Benefits

Employee volunteer activities can lead to increased corporate visibility and to a better image in the community. This is the benefit of corporate volunteerism most immediately obvious to small businesses, and most frequently mentioned spontaneously.

When reminded that volunteerism can improve employee morale, however, the majority of small businesses agree. Comments in open-ended responses indicate that this improvement can benefit the company in a variety of ways, including:

- Improvements in the general atmosphere.
- Increased teamwork among employees following teamwork for the community.
- Ease of hiring new employees.
- Quality of new employees.

Few firms spontaneously mentioned direct benefits in sales, and several mentioned that community involvement should be an obligation independent of benefit. Nonetheless, following reminders that volunteerism might improve productivity, morale, business contacts, and corporate image, three quarters agreed that volunteerism is "good for the bottom line."

The companies with the lowest sales have the lowest initial awareness (44%) of corporate benefits from employee volunteerism, apparently because they are less likely to think of increased employee morale as affecting the company. In contrast, larger companies (57%) spontaneously mention increased morale (21%) almost as frequently as they mention corporate visibility (25%).

The more public companies, particularly the financial and professional companies, feel that their companies should be seen as socially responsible, and that they benefit from the business contacts which result from volunteerism. Other companies see that image as less important, and see fewer useful contacts resulting from employee volunteerism.

Similarly, companies in the northeast are least sure that volunteerism leads to useful contacts, and see the least benefit in terms of employee morale (11%).

There is a continuing need to educate and remind small businesses that although volunteerism can fulfill a sense of community responsibility, it also can have a material effect on the company itself and its bottom line.

Small Business Benefits of Volunteerism

EFFECT ON PRODUCTIVITY:

(Percentage)

10 20 30 40 50 60 70 80 90

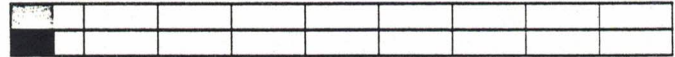
Increases



No impact



Decreases

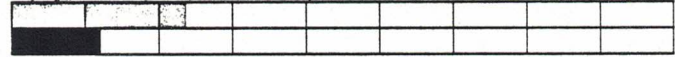


EFFECT ON EMPLOYEE MORALE:

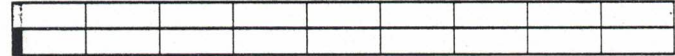
Increases



No impact

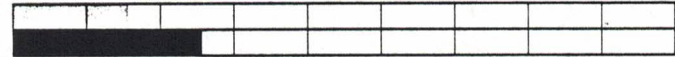


Decreases



EFFECT ON USEFUL CONTACTS:

Substantial increase



Some increase



Not much effect

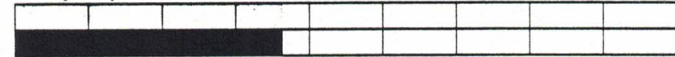


IMAGE AS SOCIALLY RESPONSIBLE:

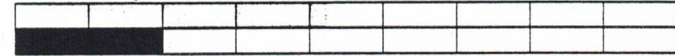
Very important



Fairly important



Not too important

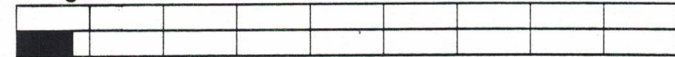


"GOOD FOR BOTTOM LINE"

Agree

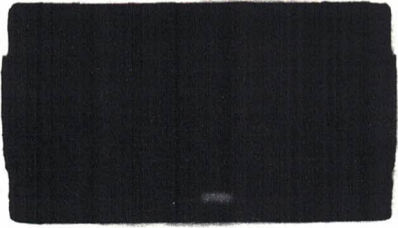


Disagree



All companies

Companies that encourage employee volunteerism



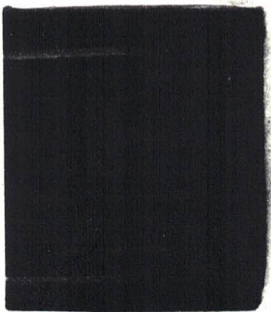
THE WHITE HOUSE
WASHINGTON

TO:

Tim Coyne

FROM:

BILL SITTMANN
Special Assistant to the President
and Special Assistant to the
Deputy Chief of Staff



*Recommend do
a video tape*

Information

Action

*Please prepare
proposal for Red Ryan*

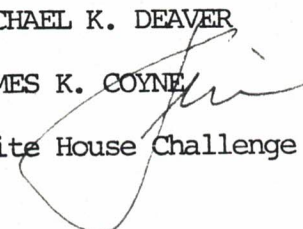


THE WHITE HOUSE

WASHINGTON

April 17, 1984

MEMORANDUM FOR MICHAEL K. DEEVER

FROM: JAMES K. COYNE 

SUBJECT: White House Challenge Forum

BACKGROUND:

Under the President's leadership there has been a surge of private sector and voluntarism programs. All too often, however, the linkage seen between the President's impetus and the creation of innovative, private sector local program is weak.

PURPOSE:

To establish a vehicle that will:

- give visibility to the surge of local private sector programs effectively meeting public needs;
- give the President's Advisory Council on Private Sector Initiatives a mechanism for executing their mission;
- highlight the President's leadership role in promoting these programs; and
- challenge business and community leaders to do more.

PROGRAM:

A series of Challenge Forums will be held around the country. An Advisory Council member or local business leader will convene a team of local leaders from such groups as the Chamber of Commerce, United Way, associations and local government (in some instances) to organize and sponsor the various events. The basic format would include:

- Reception/Dinner - to brief business and community leaders;
- Press Breakfast - to brief press on national trends and local initiatives;
- Challenge Forum - highlight model projects and present Presidential Challenge;
- Awards Luncheon - recognize outstanding leaders; and
- Press Conference

The Cabinet participation would be very helpful.

Memorandum for Michael K. Deaver
April 17, 1984
Page 2

LOCATION:

Cities would initially be selected that are appropriate to highlight and that have strong representation from Advisory Council members. Proposed cities include Cleveland, San Diego, Washington, D.C., Forth Worth, Chicago and Philadelphia. There is question about New York.

PRESIDENTIAL PARTICIPATION:

The President could issue the challenge at a kick-off Forum held in Washington, D. C. and/or in a video tape that would be played at each Forum.

TIME FRAME

One event will be held approximately each month, starting in June. Businesses could also be encouraged to host Challenge sessions on specific topics, such as Partnerships in Education.

Attached is further explanatory information. I would appreciate any insight you can offer on this initiative. The Advisory Council members seem very enthusiastic about the potential of this program.

THE WHITE HOUSE

WASHINGTON

THE WHITE HOUSE CHALLENGE PROGRAM FOR PRIVATE SECTOR INITIATIVES

Over the past four years we have seen a surge of activity in the four PSI areas: voluntarism, corporate social responsibility, public-private partnerships and privatization. The private sector has displayed an ever-growing sense of commitment to meeting needs in their communities.

Under the advisement of the President's Advisory Council on PSI, the Office of PSI is coordinating the White House Challenge Program. It is a vehicle by which 1) outstanding models can be recognized and highlighted, and 2) leaders in the private sector can strengthen their commitment and expand their private sector initiatives activity by learning about new options for participation.

Several programs have been or are being scheduled to date, all varying in scope and focus.

CHALLENGE PROGRAM FOR SMALL BUSINESS

BACKGROUND: Small businesses employ over half the nation's workers, are the source of over two-thirds of the country's new jobs, and are able to respond quickly to community needs. A recent Mutual Benefit Life survey showed that 79% of small businesses feel an obligation toward community involvement, but many are not fully aware of the variety of options they have for involvement.

LOCATION, DATE: Newark, New Jersey - September 11, 12
Seattle, Washington - September 18, 19
Tucson, Arizona - September 25, 26

THEME: Voluntarism is good business - how small business can increase its commitment to voluntarism and benefit from community involvement.

HOSTS: The White House
Mutual Benefit Life
Volunteer: The National Center for Citizen Involvement
In cooperation with: Office of Small Business, New Jersey Department of Commerce, New Jersey Coalition of Small Business Organizations

SCOPE: 150 - 200 people
New Jersey - statewide focus

FORMAT: 1) Registration/Breakfast
2) Challenge Forum
3) Press conference

NOTABLE PARTICIPANTS: Cabinet member, James Coyne, Advisory Council member(s), Governor Kean (NJ), Governor Spellman (WA)

SPECIAL NOTE: A How-To booklet on PSI involvement for small business is being developed. Plans for mass distribution.

CHALLENGE PROGRAM ON STRENGTHENING PUBLIC RELATIONS FOR
NON-PROFIT ORGANIZATIONS

BACKGROUND: A great number of small, non-profit groups have been organized, or are growing rapidly to meet local community needs. Expertise in management practices is often a needed resource.

Also, skill in using public relations tools to help them tell their story would be great asset to their development.

LOCATION/DATE: Denver, Colorado - October 15 - 19 at National Conference of the Public Relations Society of America (PRSA)

THEME: Public Relations assistance for non-profit groups

HOSTS: The White House
Public Relations Society of America (PRSA)

SCOPE: National PRSA would encourage all local PRSA chapters to participate, as well as PR agencies and their clients.

FORMAT: How-To-Kits on PR for non-profits will be developed and distributed via PRSA local chapters. They will contain information on determining organizational objectives and targeting an audience, writing an effective press release, holding a press conference, doing a public service announcement (Magic Lantern), writing a feature story, etc.

An announcement will be made at the national conference with a letter from the President or a proclamation. All local chapters and clients of member agencies will be urged to participate in private sector initiatives, possibly by hosting Community Communications Conferences.

CHALLENGE PROGRAM ON 3 "E's": EDUCATION, ECONOMIC DEVELOPMENT
AND EMPLOYMENT/TRAINING

BLUEPRINT FOR ACTION

- BACKGROUND:** In addition to increasing community involvement, the private sector has placed priority on the types of projects they support. The President's Advisory Council on PSI has focused its attention on Education, Economic Development and Employment/Training. The National Chamber of Commerce, in a recent survey, found that its members had increased activity in these three areas over the past few years.
- LOCATION/DATE:** Columbus, OH - to be announced - past election)
- THEME:** Highlights of PSI solutions to the 3 "E's"
- HOSTS:** The White House
CompuServe Incorporated
The Greater Columbus Chamber of Commerce
- SCOPE:** Regional
300 - 400 business leaders
Draw participants from area surrounded by Midland, Michigan, Pittsburgh, Pennsylvania, Louisville, Kentucky, Indianapolis, Indiana, Huntington, West Virginia.
- FORMAT:**
- 1) Opening Reception - Introduce key players and concepts (possibly several dinners will be hosted prior to the reception, with dinner speakers focusing on one of the three E's).
 - 2) Press Breakfast - 150 media people invited for briefing on concept.
 - 3) Roundtable Discussions/Breakfast - speakers address private sector initiatives and the three E's.
 - 4) Display Center - 20 - 30 model projects displayed at information booths (present throughout conference).
 - 5) Challenge Forum - 2 hours; panel discussion by experts on various aspects of corporate responsibility and PSI; case studies

- 6) Awards Luncheon
- 7) Informal Roundtable Discussions - special interest groups
- 8) Press Conference

NOTABLE

PARTICIPANTS:

Ronald Reagan (via satellite - BIZNET)*, George Bush*, Cabinet member, James Coyne, Advisory Council members, and other public officials.

SPECIAL NOTE:

Several committees established to handle different aspects of program. Very strong media component.

(* requested)



The Advertising Council presents

**How to
create effective
public service
Advertising**

(a 90-minute presentation on videotape)

*(Please turn the page for a message from the
President of the United States)*

A message from President Ronald Reagan

THE WHITE HOUSE
WASHINGTON

There is no greater force for good than the force of people helping each other.

This presentation from the Advertising Council adds something new to that idea. It offers help to the organizations that are doing the helping — by showing them how to use public service advertising more effectively.

Everybody knows the power of advertising in commerce. It can be just as powerful an influence for the public welfare — raising money for charitable causes, spreading information on questions of health, taking a stand on matters of conscience.

For over 40 years the Advertising Council itself has been demonstrating this in many of America's most famous campaigns, from Smokey Bear through A Mind Is A Terrible Thing To Waste. Now it is offering what it has learned, in developing hundreds of such campaigns, to thousands of private public service organizations and government agencies across the country.

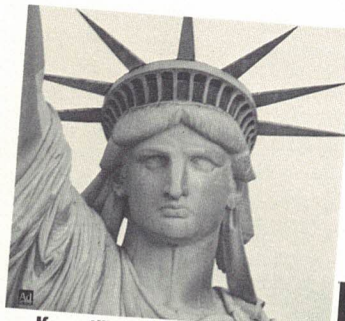
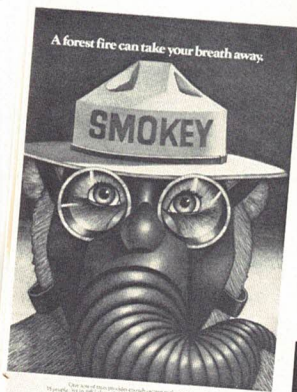
The production of this presentation exemplifies the spirit of voluntarism. It was inspired by the President's Advisory Council on Private Sector Initiatives. It was written and produced by Ogilvy & Mather, an advertising agency which works without pay for fifty-four public service organizations throughout the U.S.A. The out-of-pocket costs were paid for by contributions from a number of America's leading corporations and foundations. And the examples shown came from dozens of public service groups and volunteer advertising agencies.

I feel certain that this joint presentation will be a big help to public service organizations, and to advertising agencies, corporations and media that in turn help these organizations.

Ronald Reagan

About the Advertising Council

The Advertising Council is the non-profit organization through which American business, advertising and the communications industries contribute their skills and resources to promote voluntary citizen actions in solving national problems. Founded in 1942, the Council conducts over 25 public service advertising campaigns annually utilizing the contributed services of advertising agencies and volunteer coordinators from industry, with space and time contributed by the media totalling over \$700 million annually. Typical campaigns include Forest Fire Prevention (Smokey Bear), Take A Bite Out Of Crime, Give to the College of Your Choice, The American Red Cross, Lend A Hand (Independent Sector), and A Mind Is A Terrible Thing To Waste (United Negro College Fund).

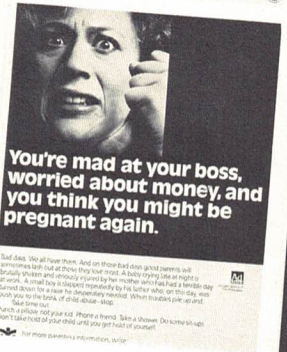


If you still believe in me, save me.

...the Statue of Liberty is a symbol of freedom and democracy. She has stood for over 100 years, a constant reminder of our nation's ideals. But she is in need of your help. The Statue of Liberty is a national treasure and it is our responsibility to protect her. Please help us raise the money we need to restore her. Your contribution will help us keep her for generations to come.



KEEP THE TORCH LIT



Bad days. We all have them. And on those bad days, your stress will sometimes spill out and show through your face. It's easy to cry out at night or brashly vent your anger and worry to your friends. It's easy to cry out at night or brashly vent your anger and worry to your friends. It's easy to cry out at night or brashly vent your anger and worry to your friends. It's easy to cry out at night or brashly vent your anger and worry to your friends.



Kids can help TAKE A BITE OUT OF CRIME



Invest in the future of America.

About the Presentation

What you will receive, what you will learn ... and how to order

"How to Create Effective Public Service Advertising" comes on two videotape cassettes and lasts 90 minutes. It will be useful to any public, non-profit or government agency that does public service advertising in broadcast or print media.

What it Covers. The presentation reports specific lessons that the Advertising Council has learned about what works best in public service advertising. It goes into specifics on such subjects as:

- How television stations decide which public service announcements to put on the air.
- The importance of the right strategy — and how to arrive at it.
- The right and wrong ways to use emotion.

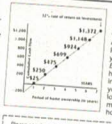


WHAT CAN GIVE YOU A BETTER RETURN THAN A C.D., MONEY MARKET OR SAVINGS ACCOUNT?

Be level or not, it's your own home. Investing in energy-saving improvements in your home can help you save money and make money. It's one of the best investment choices you can make—even better than a C.D., money market or savings account.

How is energy efficiency profitable?

Owning an energy efficient house can make you money. Conservation features can help you pay for themselves through reduced energy costs, giving you a handsome rate of return on your initial investment. And the money you save on energy is law. The same holds true when you buy an energy efficient house. The graph (right) illustrates the potential return. \$200 shows payment in a house with \$1,000 worth of energy-saving features.



For more details on these and other conservation investments, see the Alliance to Save Energy. Return the coupon below and you'll receive Your Home Energy Portfolio, a comprehensive guide to conservation investment opportunities in your own home. If you're looking for a great place to invest, there's no place like home.

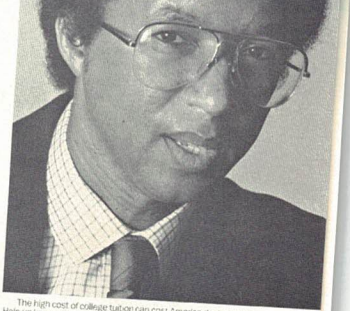
Please send my free copy of Your Home Energy Portfolio.

Name: _____
 Address: _____
 City: _____ State: _____ Zip: _____

Mail to: Alliance to Save Energy, P.O. Box 37000, Washington, DC 20037

ALLIANCE TO SAVE ENERGY

"When bright young minds can't afford college, America pays the price."
—Arthur Ashe



The high cost of college tuition can cost America doctors, teachers, engineers. Help us keep tuition down at 42 predominantly Black colleges. Send your check to: United Negro College Fund, 500 East 62 St., New York, N.Y. 10022.

Give to the United Negro College Fund.

- Three questions to ask before you start to develop your advertising.
- Three things you should never do — and one you should do always.
- The importance of designing a campaign for all media — with a classic example.
- A warning about celebrity testimonials — and another about cartoon characters.
- An under-used approach in television that can be the most effective of all.
- What a blind headline is — and why you should never use one.
- Techniques that improve readership.
- Tips on phone numbers, “supers,” voice-over, stand-up presenters, music, quick cuts.
- How to get good television production without spending a lot of money.

These points and many others are illustrated by dozens of examples of outstanding public service advertising from the Advertising Council and other sources.



Will the Presentation make a Difference to You?

In commercial advertising the difference in results between an effective ad and an ineffective one are often as high as five to one. Differences of **nineteen** to one have been recorded.

There is no reason to believe that the differences are smaller in public service advertising.

The information reported in this presentation comes from the accumulated lore of the Advertising Council; from evidence in hundreds of research studies on many kinds of advertising; and from trial-and-error experiences of senior professionals in major advertising agencies.

If you make use of it you are likely to commit fewer errors and to get significantly better results from all your public service advertising.

How much does it cost?

The Advertising Council is pleased to sell or loan this program at cost or for a modest rental fee.

The presentation can be purchased for
\$140.00 in $\frac{3}{4}$ " cassette format. (2 cassettes)
\$72.00 in $\frac{1}{2}$ " Beta or VHS cassette format.
(1 cassette)

The presentation can be rented for
\$35.00 per week in $\frac{3}{4}$ " cassette format.
\$18.00 per week in $\frac{1}{2}$ " Beta or VHS cassette
format.

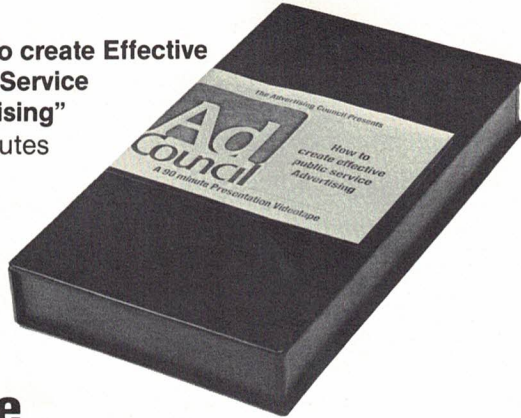
How to order

Fill out the form on the following page, being sure to specify whether you want VHS, Beta, or $\frac{3}{4}$ " professional tapes. Or you can order by phone. Call Pam Freeman at the Advertising Council, (212) 758-0400.

Order Form

To: Pam Freeman
The Advertising Council
825 Third Avenue
New York, New York 10022

**"How to create Effective
Public Service
Advertising"**
90 minutes



Sale

- Please ship _____ copies of the 3/4" version @ \$140.00 each \$ _____
- Please ship _____ copies of the 1/2" Beta @ \$72.00 each \$ _____
- Please ship _____ copies of the 1/2" VHS @ \$72.00 each \$ _____

Rental

- Please ship a copy of the 3/4" version one week rental @ \$35.00 \$ _____
- Please ship a copy of the 1/2" Beta one week rental @ \$18.00 \$ _____
- Please ship a copy of the 1/2" VHS one week rental @ \$18.00 \$ _____

Check Enclosed: \$ _____

Please ship to:

Name _____

Organization _____

Address _____

AGENDA OUTLINE
THE WHITE HOUSE CHALLENGE FORUM
FOR NEW JERSEY SMALL BUSINESS

Tuesday, September 11, 1984

7:00 p.m. Dinner, Kingsley Restaurant,
Meadowlands Hilton. (Jim, Pat,
Shirley, Livy, Betty Lee, Dan, Jack,
Lois, 2 or 3 case study speakers and a
representative from the White House.)

Wednesday, September 12, 1984

7:30 a.m. - 8:15 a.m. Breakfast/4th Floor. (Jim, Pat,
Shirley, WH representative, 2 or 3 case
study speakers, 2 KM representatives, 2
MBL representatives)

8:15 a.m. - 8:45 a.m. REGISTRATION/CONTINENTAL BREAKFAST

9:00 a.m. - 9:45 a.m. OPENING SESSION

9:00 a.m. - 9:10 a.m. . Mr. Van Fossan (welcome to MBL;
mention small business survey)

9:10 a.m. - 9:25 a.m. . Cabinet Officer (message from the
President; objective of the WH on
sponsoring Challenge Forums. He will
primarily speak from the government's
point of view, what it means for the
public sector to work with the private
sector)

9:25 a.m. - 9:40 a.m. . James E. Coyne (greetings from the
president and objective of the
challenge forum)

9:45 a.m. - 11:15 a.m. WORK SHOP SMALL BUSINESS INVOLVEMENT

9:45 a.m. - 10:05 a.m. . Mr. Van Fossan (20 min.)
CEO and Chairman of the
Board Mutual Benefit Life Insurance

. Overview of National issues of the
Volunteer sector
- The needs of volunteer sector
- The role of corporations

. Small Business Survey
- Objectives
- Major findings

Conference Agenda (con't)
Page 2
September 12, 1984

- 10:05 a.m. - 10:50 a.m. . Case Studies (45 min.)
- . Representatives from two small businesses will describe their company community activities and the benefits to their company.
- 10:50 a.m. - 11:20 a.m. . Daniel Gaby (30 min.)
President, Keyes Martin, Public Relations and Advertising
- . Discussion on concerns of small business and obstacles to involvement
 - . The challenge of small business
 - How can small businesses get involved(What can we do together?)
- 11:25 a.m. - 11:45 a.m. WRAP UP
Conclusion; comments
- 11:45 a.m. - 12:15 p.m. PRESS CONFERENCE
Room 3
- 12:15 p.m. - 1:15 p.m. LUNCHEON 4th floor (15 people)

THE WHITE HOUSE

WASHINGTON

SCHEDULE PROPOSAL

July 18, 1984

TO: FREDERICK J. RYAN, JR., DIRECTOR
PRESIDENTIAL APPOINTMENTS AND SCHEDULING

FROM: JAMES K. COYNE
SPECIAL ASSISTANT TO THE PRESIDENT
PRIVATE SECTOR INITIATIVES

REQUEST: Presidential address or videotape.

PURPOSE: To launch the WHITE HOUSE CHALLENGE PROGRAM
for PSI.

BACKGROUND: Under the President's leadership there has
been a surge of private sector initiatives and
voluntarism programs. The Challenge Program
is a vehicle that can help emphasize the
linkage between the President's impetus and
the creation of these programs.

A series of Challenge Forums will be held
around the country. A member of the PSI
Advisory Council or a local business leader
will convene a team of local leaders from such
groups as the Chamber of Commerce, United Way,
associations and in some cases local
government. They would organize and sponsor
various events that highlight model private
sector initiatives and provide a vehicle for
further activity. Cabinet members will be
involved, also.

The basic format includes:

- Reception/dinner - to brief business and
community leaders on national trends;
- Challenge Forum - to highlight model
projects and present Presidential Challenge;
- Awards Luncheon - recognize outstanding
leaders; and
- Press Conference.

The following programs are being coordinated:

- Mutual Benefit Life is playing a lead role
in the Small Business Challenge Program.
Three sites are identified for September --
Newark, New Jersey, Seattle, Washington, and
Tucson, Arizona. The forums will launch a
full campaign to get small business involved
in community activity. Governor Kean will be
involved in the Newark conference.

- CompuServe (subsidiary of H&R Block) is taking a lead role on The Technology Challenge Program to be held in Columbus, Ohio in October. Much of the actual forum that highlights successful programs will be televised. The primary focus is technology and education.

- Speigel will take the lead on the Economic Development Challenge Program in Chicago. It will coincide with the opening of their \$20 million renovation of an order processing warehouse in south Chicago that saved 2000 jobs in an enterprise zone.

OUTLINE OF EVENT: The President will state the importance of private sector efforts to the good of nation, recognize great accomplishments made, and challenge the private and non-profit sectors to continue and expand their contributions to the country.

If a taping is done, one tape could be used for all the programs.

PREVIOUS PARTICIPATION:

None

LOCATION:

Address:

Small Business -
Newark, NJ - Mutual Benefit Life Building
Seattle, WA - Conference Hall
Tucson, AR - Conference Hall

Technology -
Columbus, OH - The Ohio State University

Enterprise Zones -
Chicago, IL - Spiegel Warehouse or
Conference Hall

Taping: White House

DATES:

Newark, NJ - September 12
Seattle, WA - September 19
Tucson, AR - September 26
Columbus, OH - October 11
Chicago, IL - September or October

Taping: by September 7

TIME:

Open

MEDIA:

Open

RECOMMENDED BY:

James K. Coyne

PROJECT OFFICER:

James K. Coyne

THE WHITE HOUSE

WASHINGTON

August 31, 1984

MEMORANDUM TO JIM COYNE

FROM: BILL SITTMANN *BS*

SUBJECT: Fred Fielding's Memo re: Testimony at Congressional Hearing

Mike Deaver agrees with the attached memo from Fred Fielding. He advises that you follow Fred's advice and in the future when in doubt clear with Fred Fielding.

THE WHITE HOUSE
WASHINGTON

August 30, 1984

Bul
~~_____~~
~~_____~~
~~_____~~
~~_____~~
~~_____~~

MEMORANDUM FOR JAMES K. COYNE

FROM: FRED F. FIELDING

RE: Your Proposed Testimony at Congressional Hearing

Jim, as I told you last year when you were set to testify before Senator Hatch, such testimony by White House Staff officials is contrary to the doctrine of separation of powers and the strong policy of this and prior Administrations. Thus, I am at a loss as to (1) why you are seeking to do the same thing again; and (2) why you attempt to seek clearance for this from OMB.

The answer is the same as it was the last time!

cc: James A. Baker III
Michael K. Deaver
Richard Darman
B. Oglesby
David Stockman
Mike Horowitz

THE WHITE HOUSE

WASHINGTON

August 21, 1984

MEMORANDUM FOR: JAMES COYNE
FROM: MICHAEL K. DEAVER *MD*
SUBJECT: PSI STAFFING

For the same reasons I discussed in my last memo, I will need to requisition one of the two empty personnel slots you presently have in your office. You can proceed with your plans to fill the other one.

This time, Jim, I will also need to requisition some office space. If you could talk to John Rogers about freeing up some space in the EOB center corridor, I would appreciate it.

Thank you for your patience.

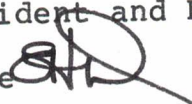


THE SECRETARY OF TRANSPORTATION

WASHINGTON, D.C. 20590

AUG 6 1984

MEMORANDUM FOR: The Honorable Michael K. Deaver
Assistant to the President and Deputy Chief of Staff

FROM: Elizabeth Hanford Dole 

SUBJECT: Private Sector Initiatives Report

I am pleased to provide the following information about continuing private sector initiative activities at the Department of Transportation. The information is divided into three sections: Part I - Private Sector Initiatives in Support of DOT Programs, Part II - Partnership in Education / Hine Junior High School, and Part III - Voluntarism Activities.

PART I - PRIVATE SECTOR INITIATIVES IN SUPPORT OF DOT PROGRAMS

The Department's safety programs have been the primary focus of private sector activities. Prevention of drunk driving, the increased use of automobile seat belts and child restraint seats have attracted considerable support.

Prevention of Drunk Driving

° Recording star Michael Jackson highlights the Department's new Public Service Announcement (PSA) campaign, which was officially launched on May 14, 1984.

Mr. Jackson donated his award-winning song, "Beat It," for the soundtrack of a television PSA produced by DOT in partnership with the Ad Council. The PSA was distributed to over 800 television stations nationwide and President Reagan awarded Mr. Jackson the Presidential Safety Communication Award for his efforts.

° "Project Graduation", which began in 1980, continues to spread to many states. "Project Graduation" attempts to discourage teenagers from drinking and driving by providing alternative activities.

In March, DOT sponsored a "Project Graduation" national conference with 38 states represented. "How-to" guides for establishing programs were distributed and 20 states conducted "Project Graduation" activities as a result.

In Washington, D.C., two local television stations will promote "Project Graduation" as part of their PSA programming this summer.

° The American Automobile Association (AAA) will distribute a new brochure entitled "Why the Legal Drinking Age Should Be 21."

° The Birmingham (Alabama) Country Club has adopted a policy of not returning automobiles parked by an attendant to an intoxicated owner. In New Mexico, the state chapter of Mothers Against Drunk Driving (MADD) has enlisted the aid of the Governor in an anti-drunk driving campaign which features extensive publicity efforts and state police road blocks to get drunk drivers off the road.

Safety Belt Use

° General Motors is providing a free, one-year, \$10,000 seat belt user insurance policy to all purchasers of GM cars and light trucks sold in the U.S. and Canada. The policy is redeemable if the purchaser is fatally injured in an automobile accident while wearing the seat belt. This is a first for the automobile industry.

° Participating McDonald's restaurants are providing safety kits again this year which promote the use of child restraint seats and seat belts on children. The program began Memorial Day and was developed in cooperation with the National Safety Council.

° Several auto makers have teamed up with national medical societies and professional race car drivers to produce three new television PSA's promoting the use of seat belts. Richard Petty and Larry Wilcox are featured in ads sponsored by the American Academy of Orthopedic Surgeons and the American College of Surgeons, respectively.

° Toyota has adopted a corporate policy which requires all occupants of company-owned vehicles to wear seat belts. Toyota also contributes to a wide variety of organizations which promote auto safety.

° The Ford Motor Company has launched its 1984 Employee Buckle-Up Campaign, an on-going effort which is part of Ford's comprehensive seat belt program at its facilities in the U.S. and abroad.

PART II - PARTNERSHIP IN EDUCATION / HINE JUNIOR HIGH SCHOOL

° The Department recently celebrated its first anniversary of partnership with Hine Junior High School of Southeast Washington, D.C. The theme of the partnership is, "Safety in Transportation."

° At graduation ceremonies on June 14th, I addressed the students, parents and faculty and presented the school a check for \$2,227.90, representing funds raised during the DOT Volunteer Fair in May. The Coast Guard also presented a total of eight awards for outstanding student achievement in music and art.

° During National Transportation Week (May 14 - 18), Deputy Secretary Jim Burnley visited the school and announced the Safety Essay Contest. Eighty-six students entered the essay contest and the four winners received certificates and cash awards, with funds donated by the Transportation Employees Federal Credit Union.

° Also during Transportation Week, Hine students and teachers toured the Transportation Computer Center and participated in demonstrations of DOT automated systems.

° The U.S. Coast Guard Band held a concert and music clinic at Hine. Students visited the U.S.C.G. Cutter Vigilant and journeyed to Cape May, New Jersey for graduation ceremonies for Coast Guard recruits.

° The Federal Railroad Administration hosted Hine students for tours of the Potomac Railroad Yards and Union Station. FRA also showed a film to Hine students about railroad crossing safety.

° The Urban Mass Transit Administration sponsored a school assembly along with the Washington Metropolitan Area Transit Authority. The assembly featured a film presentation about the Metro system and a discussion of career opportunities within Metro.

UMTA also sponsored the Rapid Transit Run and will donate the \$700 profit to Hine's Emergency Fund in a ceremony later this year.

° The Department has hired six Hine students for summer employment and several Hine teachers are working as research assistants in the Transportation Computer Center.

° Plans are currently underway for the 1984 - 1985 school year. Among the goals are an expansion of activities involving Hine students and senior citizens, as well as programs designed to give Hine students the opportunity to participate as volunteers. DOT hopes to share our activities with other agencies in order to expose the students to different areas of government.

Other Schools

- ° The Federal Railroad Administration has established a tutoring program at Southeastern University, providing remedial instruction to students.
- ° Maritime Administration employees are providing tutoring at Coolidge High School in Washington, D.C.
- ° The Federal Highway Administration's Kansas City office has adopted the Sherwood Center for the Exceptional Child.
- ° The U.S. Coast Guard is adopting the Adams Elementary School in Washington, D.C.

PART III - VOLUNTARISM ACTIVITIES

- ° As part of National Volunteer Week activities, the Department sponsored a Volunteer Fair at DOT on May 9, 1984. The amount of \$2,227.90 was raised and donated to the Hine Junior High School Emergency Fund. In addition to the bake sale and raffles, Fair events included:
 - ° a plant sale earning profits of \$700 was conducted by the Melwood Horticultural Training Center for handicapped adults;
 - ° free vision and hearing tests sponsored by the Lions Club at which over 80 persons were tested;
 - ° videotape presentations about missing children and boating safety;
 - ° educational booths sponsored by Big Brothers, Girl Scouts, the American Kidney Foundation, Second Genesis and Hospice of Northern Virginia;
 - ° craft sales by area senior citizens; and
 - ° entertainment furnished by the Hine Junior High School Choir.
- ° The Department hosts monthly events for senior citizens at Christ United Methodist Church in southwest Washington, D.C. These seniors have also taken part in special Administration events such as White House arrival ceremonies.

Secretarial Voluntarism Awards

Awards will be presented to DOT employees demonstrating outstanding volunteer efforts.

THE WHITE HOUSE
WASHINGTON

File

July 19, 1984

*Bill
good work.*

MEMORANDUM FOR MICHAEL K. DEEVER

FROM: JAMES K. COYNE *JKC*

SUBJECT: PSI Personnel Slot

I do understand the pressing personnel demands confronting you and agree with the importance of doing everything to meet the needs of the next few months.

We will do everything we can to do an even better job over here in that regard. We are all supremely loyal to both you and the President, and hope our efforts contribute as much as anyone's to his victory in November.